NOCONA BOOTS

NOCONA BOOTS

CATALOG NO. 444

NOCONA COWBOY BOOTS

FOR MEN, WOMEN, CHILDREN

COWBOY SHOES AND OXFORDS

NOCONA BOOT COMPANY, INC.

ENID JUSTIN, President NOCONA, TEXAS

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Nocona Boot Company, Inc.
Nocona, Texas

PRODUCED BY
THOMAS L. YATES ADVERTISING AGENCY
FORT WORTH, TEXAS

Nocona Boot Company, INC.

ENID JUSTIN, PRESIDENT

NOCONA, TEXAS

PRESENTS

Nocona Boots

This catalog includes styles in two categories . . . one including those which are kept in stock and are available for immediate delivery . . . and others are available only on special make-up orders. For current information on stock and make-up styles, see our latest price list.

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Made in Nocona Only

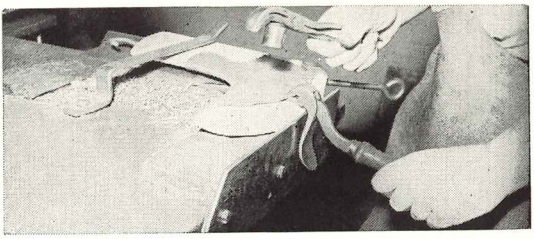
what to look for in a boot!

Boots are somewhat like diamonds when it comes to determining their quality and value, except it's easier to see the difference in boots.

Of course you want good looking boots. It's easy to see that NOCONAS always lead the "style parade". And NOCONAS are shaped and built to give you easier foot comfort and longer lasting wearability.

EXAMINE NOCONAS CAREFULLY

Feel the leather in NOCONAS — inside and outside. The tops of NOCONAS are made only from the best quality leathers. And NOCONAS are lined with soft leather that is kind to your feet. Each foot is lined with leather like used for covering soft balls. The tops are lined with soft, supple sheep leather.



CRIMPING THE VAMP

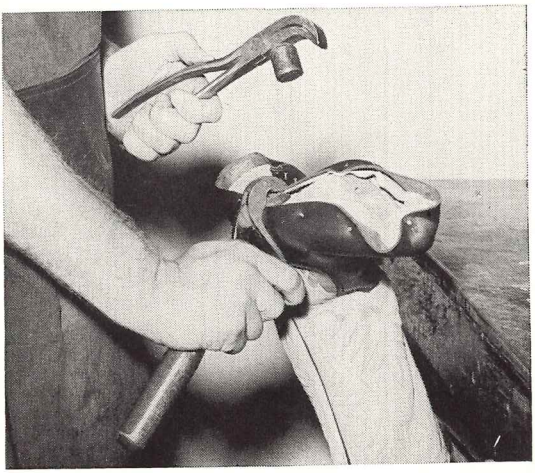
Shaping A NOCONA Foot

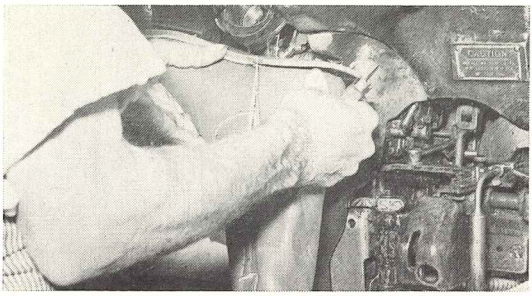
The top photo shows the NOCONA hand process used in shaping the leather which goes over the instep. This is called "crimping the vamp" and is to remove the stretch from the leather so it will hold its shape and size.

The lower photo shows how skilled hands actually shape each NOCONA foot around a last or wooden model of a foot. NOCONA lasts are famous for their comfortable fitting. Wearers are enthusiastic in praising our lasts for narrow toes.

The full weight leather used in making the counter of each NOCONA BOOT is also hand lasted to fit the heel and to reduce slipping. Each toe is a hand set box to assure everlasting shape.

HAND LASTED FOR COMFORT





EVERY STITCH SPACED RIGHT

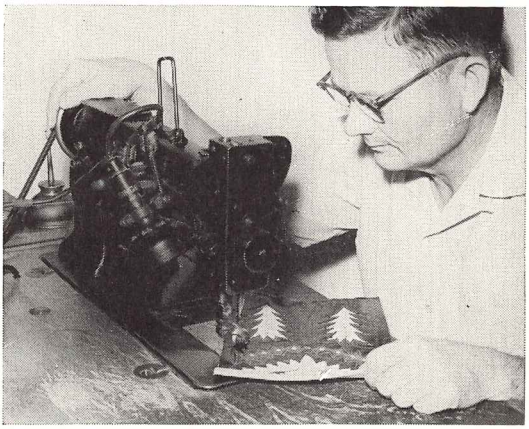
Sewing Is An Art

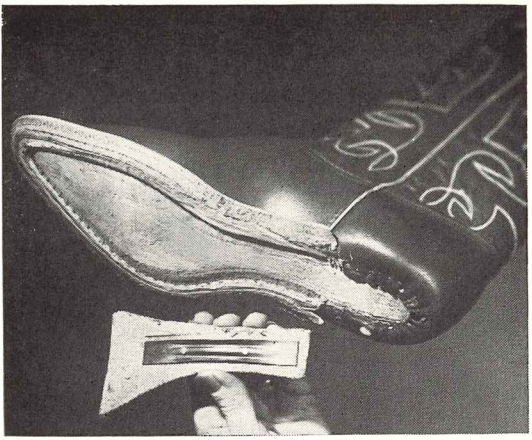
Precision machinery and skilled operators make sure every stitch is accurately placed in your NOCONA BOOTS.

The top photo shows a NOCONA outsole of finest grade oak tanned leather being applied. Each stitch is spaced just right for durability and service. Only the finest quality linen thread is used.

The photo at the bottom of this page shows the meticulous operation of sewing an ornate pattern in the top of a NOCONA BOOT. There is no "cutting of corners" or "looping back" in the stitching of NOCONA patterns. Each design is followed precisely. It takes a little longer to do it this way, but it pays off in appearance.

PATTERNS FAITHFULLY STITCHED





BUILT FOR LONG SERVICE

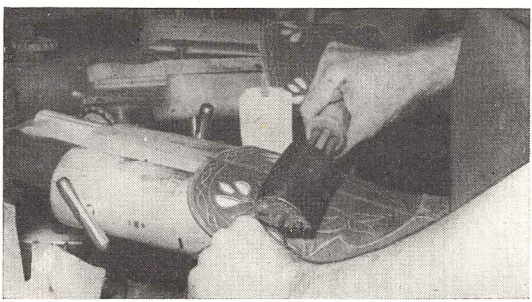
Stronger and Smoother

Your NOCONAS can't break down in the arch. Everlasting support is provided in each NOCONA by a spring steel shank which is securely pegged between the insole and outsole. Several styles in this catalog have our new hand-rolled shank.

The photo above also shows the full weight leather channeled insole which is stronger and more flexible.

Even though the tops of NOCONAS are lined with soft sheep leather, they are "ironed out" by hand to make them smoother, easier on your legs and "easier on the eyes."

FINISHED FOR GOOD LOOKS



Correct Fitting Is Important

When purchasing a pair of boots, make sure you get a snug fit over the instep. NOCONAS are made with wider tops so you can pull them on over your feet easier and still get the snug fit over your instep. There's no need in having to buy a size too large for you in order to pull them on.

Give consideration to the height of your boots — and the type of toe and heel that will give you the greatest comfort. And, of course, you'll really appreciate the hand-lasted foot shape of every NOCONA BOOT.

How to Care For Your Boots

In caring for your Nocona Boots be sure that you do not put wet boots near a fire or heat. If your boots get muddy, wash them with water, allow to dry naturally and then shine them with a good quality paste polish.

Boots should be kept in a dry, dark place if possible. Do NOT throw your boots on the back porch or any place where the sun will shine directly on them. And do NOT store them in a damp place.

A little care pays big dividends.

Nocona Toes

TOE No. 1
Wrinkled
and
Stitched

TOE No. 1P
PLAIN

TOE No. 2
Wrinkled
and
Stitched

TOE No. 2P
PLAIN

The illustrations No. 1, 1P, 2 and 2P on this page are close-up views of the famous Nocona square and round toes, showing wrinkled and stitched toe and also the plain model of each. If wrinkled and stitched toe is desired on boots where plain toe is specified, an extra charge of 25 cents is made. These toes have been popular for years.

TOE No. 3
Wrinkled
and
Stitched

Illustrations Nos. 3 and 4 show two of our very popular toes. Each is wrinkled and stitched.

TOE No. 4
Wrinkled
and
Stitched

TOE No. 8
Flattened,
and very
narrow

TOE No. 10

TOE No. 11

Double
Medallion
Stitching

No. 8, one or four newer narrow styles, has a very pointed and flattened toe. No. 10 is a narrow hand-made leather box toe with sleek, graceful lines which swing to a very narrow point. No. 11 is our new plain, pointed toe.

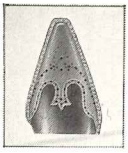
On the right above is a toe with double medallion. This design may be had on any style. Please specify if double medallion is desired.

Any of the above toes can be had on any Nocona style by special order.

Nocona Wing Tips

Wing Tip No. 1

Wing Tip No. 3



Wing Tip No. 4

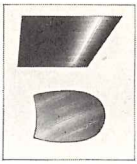
Wing Tip No. 7

Wing Tip No. 965

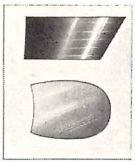
These sketches illustrate the new wing toes available on certain styles described in this catalog and on all styles when made on special orders. No. 1 wing tip is shown on our No. 1 wrinkled and stitched toe, No. 3 wing tip and No. 4 wing tip are shown on our No. 4 toe. All of the wing tips illustrated have matching counter covers. The No. 7 wing tip is shown on our No. 3 toe. The New No. 965 wing tip is also shown on our No. 3 toe.

Nocona Heels

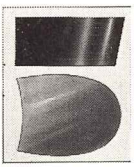
HEEL A



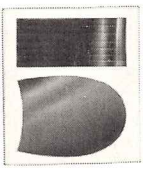
HEEL B



HEEL C



HEEL D



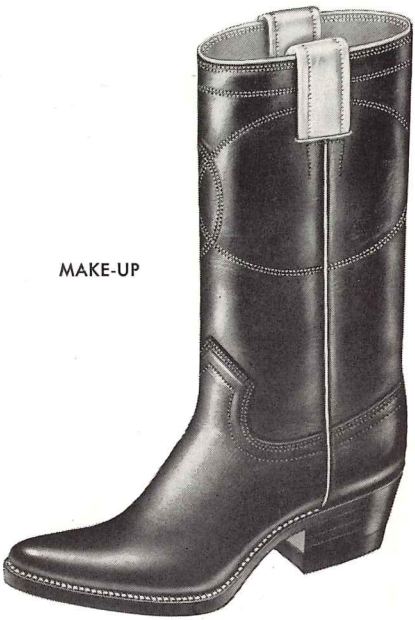
SHOE HEEL

On special orders we offer a choice of five heel styles, as illustrated in miniature sizes above. All Nocona Boots have heels as illustrated unless otherwise requested.
Heel A is 2 inches high; Heel B is 1¾ inches high; and Heel C is 1½ inches high. Heel D is 1½ inches high and has but very little slope. The Shoe Heel is 1¼ inches

Any of the above Wing Tips or Heels available on any NOCONA style by special order.

NOCONA *The Better Boot*

MAKE-UP



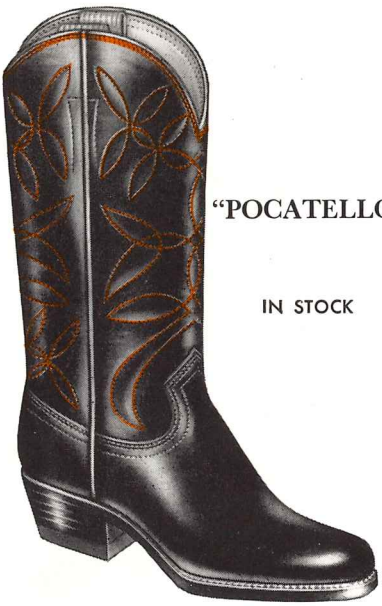
"BLACK CLOUD"

No. 185 A handsome all-black dresside boot with 12-inch square top having two rows of white stitching. Pull straps are slit through the top. The No. 11 toe is plain and pointed. Has C heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*



"POCATELLO"

IN STOCK

No. 88 Sp An all-weather 14-inch boot made of our famous "Troutbrook" leather which is specially tanned to make it as nearly water-and acid-proof as possible. This boot is especially adapted for work. It will hold its own under extreme conditions. No. 2P plain, round toe, C walking heel.

No. 88 Sp "BURLEY" Same as "POCATELLO" except has A heel.

No. 88 "IDAHO" Same as 'POCATELLO" except has 12-inch top, A heel.

*29.95 No. 88 Sp "BOISE" Same as "POCATELLO" except has 12-inch top, C heel.

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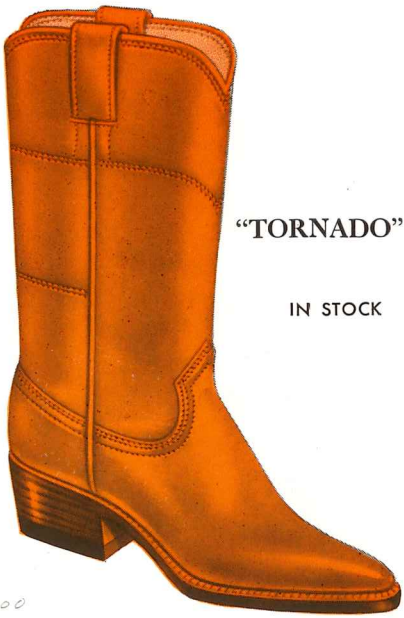

"TORNADO"

IN STOCK

No. 183 Here's real comfort and versatility in a popular boot with 12-inch California scallop top of light tan kip leather. Note the stitching across front and back. Beading around top and rolled side welt are color 5 tan. Leather pull strips are slit through the top. Vamp is also light tan kip. Made on No. 11 round, plain toe. D heel has rubber tap.

"HURRICANE" No. 184 Same as "TORNADO" (No. 183) except made in all black color.

"SAND STORM" No. 187 Same as "TORNADO" (No. 183) except made of natural retan ruff-out top and vamp.

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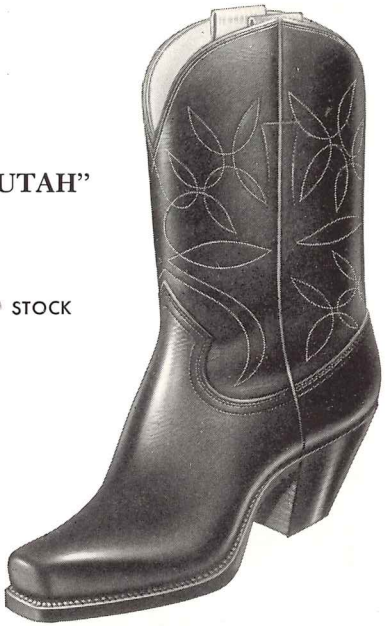
"UTAH"

IN STOCK



No. 236 Built to stand rough wear. Made of selected black retan leather throughout. Top is 12-inch with one row of orange stitching. Plain No. 1P square toe, A heel.

No. 236 Sp "LOGAN" Same as No. 236 except has C walking heel.

No. 236 Sp "SALT LAKE" Same as No. 236 except has 14-inch top and A heel.

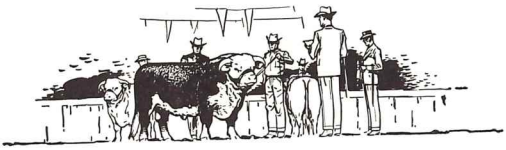
No. 236 Sp "OGDEN" Same as No. 236 except has 14-inch top and C walking heel.

No. 236T "PROVO" Same as No. 236 except made in tan.

When ordering please give NAME of style.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

IN STOCK

"MONTANA"

~~32.50~~

No. 221A A long-lasting 12-inch work boot made of natural retan leather. The vamp is turned so the rough side of the leather is on the outside. Green stitching on top. Full leather lined. No. 3 toe and type C walking heel.

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NOCONA *The Better Boot*

"FRISCO"

MAKE-UP

No. 998L One of our most popular styles converted so crepe sole is stitched on to the welt. The 12-inch California style top and vamp are russet cowside. Leather pull straps slit through top. Has No. 4 wrinkled and special stitched toe. Shoe heel of crepe.

No. 998H "L. A." Same as 998L except top and vamp are ginger cowside.

No. 998F "CALIFORNIA" Same a 998L except top and vamp are Palomino cowside.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

IN STOCK

"OLD FAITHFUL"

No. 425 All brown kid 10-inch top with white inlay around top. Two rows stitching. White beading. No 3 narrow, wrinkled and stitched toe. A heel.

No. 425 Sp "GEYSER" Same as 425 except has 12-inch top and C heel.

No. 424 "BLACK DIAMOND" Same as 425 except made of black kid.

No. 424 Sp "BLACK GOLD" Same as No. 424 except has 12-inch top, C heel.

When ordering please give NAME of style.

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NOCONA *The Better Boot*

MAKE-UP

$33.00

"MESQUITE"

No. 1006 A rough, tough work boot that also has good looks. Has 12-inch California top now made of ginger color cowside leather, with green stitching. Leather pull straps are slit through the top. Vamp of scuffproof natural retan leather with the rough side out. Full leather lined. Lasted on the No. 4 toe and has type C walking heel.

No. 1061 "BOIS D'ARC" Same as No. 1006 except has chocolate cowside top.

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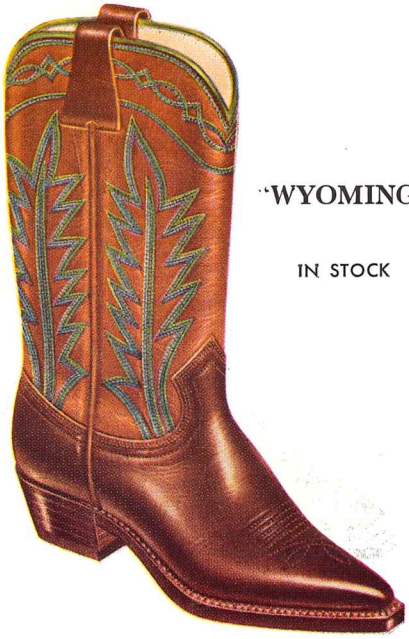


"WYOMING"

IN STOCK

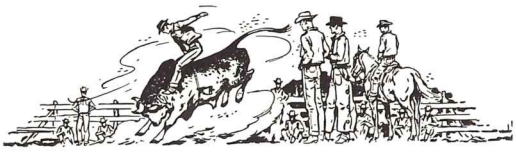
No. 1016 An attractive number having 12-inch California style top of russet kidskin with three rows of stitching. Vamp is chocolate kangaroo leather. Pull straps slit through top. Our new, No. 8 wrinkled and special stitched toe, C walking heel.

No. 1016B Same as No. 1016 except made in black.

No. 1016 Sp "SHERIDAN" Same as No. 1016 except made with chocolate calfskin vamp and chocolate kidskin top.

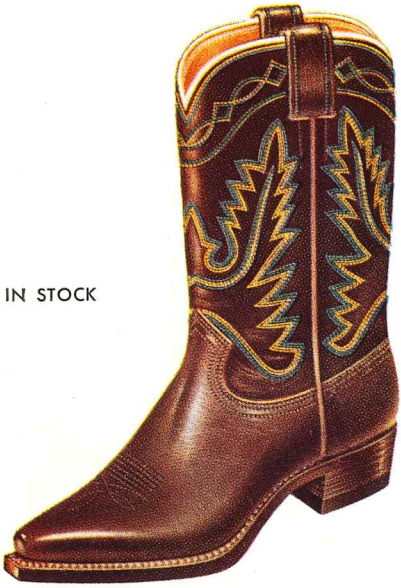
NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

IN STOCK

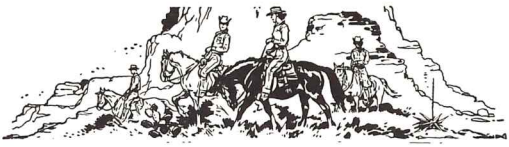


"DENVER"

No. 1033 A rich styling with 11-inch California style top of chocolate dresside. Vamp is of matching chocolate calfskin. Top has four rows of stitching and leather pull straps. Has our No. 8 double medallion stitched toe, D heel.

NOCONA BOOT COMPANY, Inc.

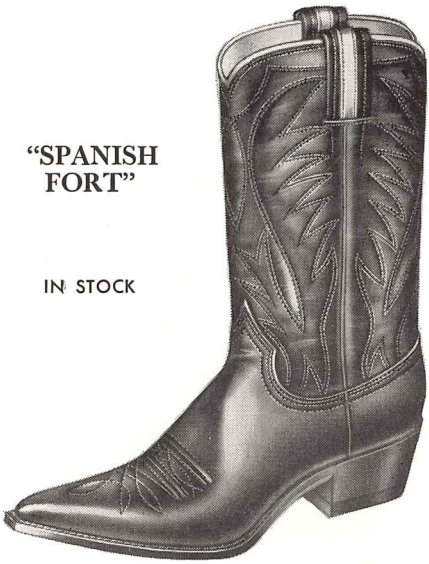
Made in Nocona Only



NOCONA *The Better Boot*

"SPANISH FORT"

IN STOCK



No. 1097 Named for the historic community a few miles from Nocona, home of NOCONA BOOTS. This 12-inch all Black Dresside style is a top value for service, looks and durability. Low pointed toe with C heel.

If you prefer this style in Tan Dresside leather, specify "CHISHOLM TRAIL" (Style No. 1096). Or if you wish Chocolate colored Dresside ask for "BRIAR KING" (Style No. 1120).

NOCONA BOOT COMPANY, Inc.

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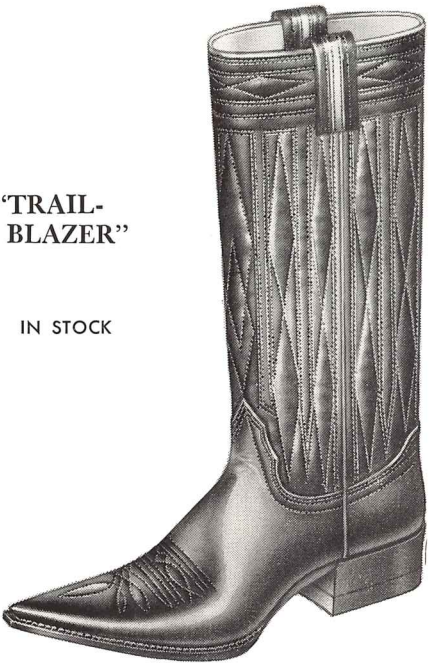
"TRAIL-BLAZER"

IN STOCK



No. 1115 "Tall, dark and handsome" truly applies to this 14-inch Black Dresside boot style having white stitching. The folded leather straddle straps have white vertical overlays. Top beading is white. Has our No. 10 narrow, pointed, hand-made boxed toe with double medallion stitching; shoe heel.

"BIG PARADE" No. 1114 Same as "TRAIL-BLAZER" (No. 1115) except made in Russet Brown Dresside.

THIN-LINE CUSHION SHANK

Greater wearing comfort, stronger construction. New ribbed steel shank imbedded in rubber cushion, permanently bonded to insole, vamp and outsole. (U. S. Patent No. 827-118)

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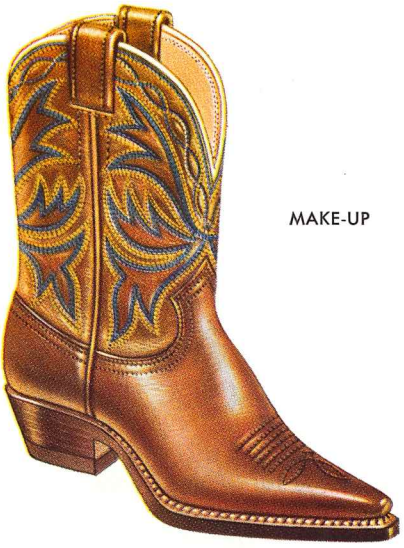

MAKE-UP

"SPUR"

No. 1053 For the man who prefers the regular 10-inch top this new style is sure to please. The top is of russet kid and has two rows of yellow and two rows of blue stitching, white beading and folded leather pull straps. There are no inlays. The vamp is of russet calf with our new No. 8 wrinkled and stitched toe, C heel.

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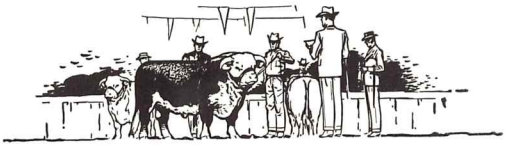

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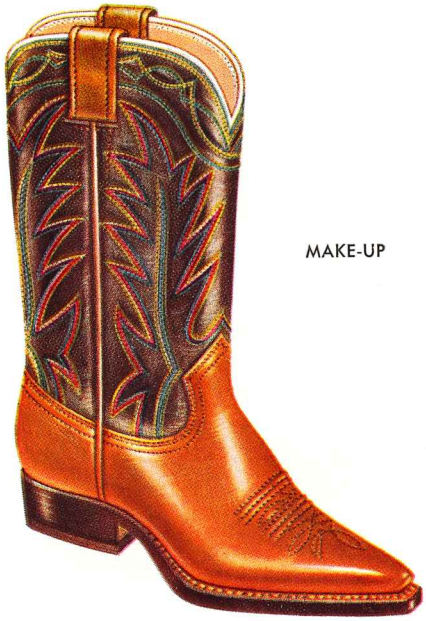


MAKE-UP

"LITTLE JOE"

No. 1056 A rich color styling with 12-inch California chocolate kidskin top, having three rows of stitching (one each of green, red and yellow), white beading and folded leather pull straps. Vamp is Color 5 calf, made with No. 8 toe having double medallion, shoe heel.

No. 1070 Same as No. 1056 except made in all black.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

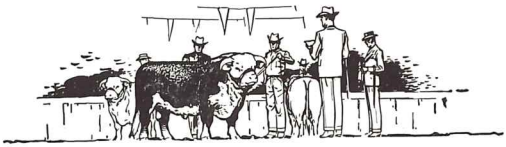
IN STOCK

$32.95 **"CAPITAN"**

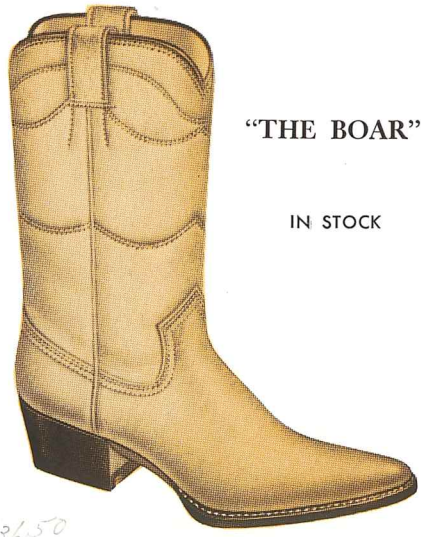
No. 1065 The diamond stitching of this new NOCONA gives it a rich appearance. Top is of Color 5 tan kip leather, made in 11-inch California style with leather pulls. Vamp is of chocolate colored kip leather with new wrinkled and stitched toe, D heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*



"THE BOAR"

IN STOCK

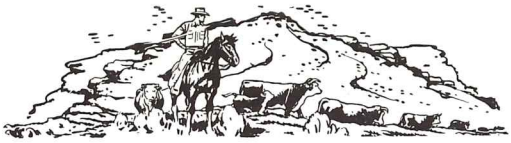
No. 191 The natural beauty and distinctive grain of Genuine Pigskin make this NOCONA outstanding. Genuine Pigskin is a scarce, luxury leather of great durability. It should NOT be confused with other skins used in gloves, footballs, etc., which are miscalled "pigskin."

Top is 12-inch California scallop style with slit-through pull straps. Made with our new Thin-Line Cushion Shank. Has plain, round toe; D heel.

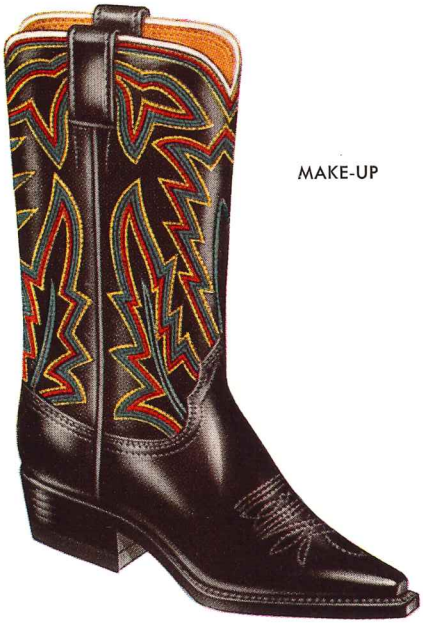
THIN-LINE CUSHION SHANK

Greater wearing comfort, stronger construction. New ribbed steel shank imbedded in rubber cushion, permanently bonded to insole, vamp and outsole. (U. S. Patent No. 827-118)

Made in Nocona Only



NOCONA *The Better Boot*



MAKE-UP

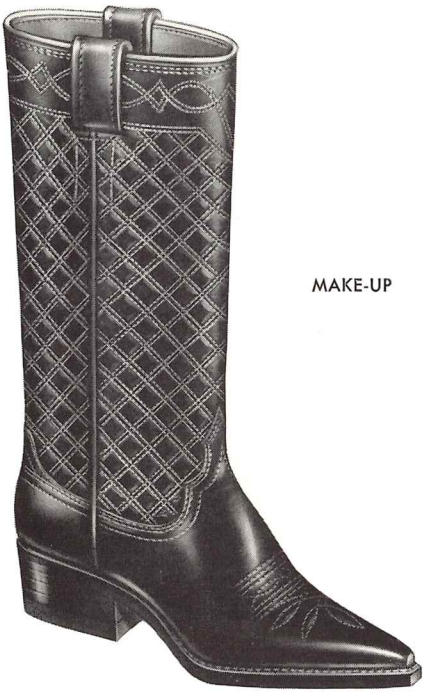
"MID-NITE"

No. 1079 This new black beauty has a 12-inch kangaroo top with California scallop and five rows of stitching – two green, two yellow, one red. Pull straps are leather and slit through the top. The vamp is glove-soft black kangaroo with new type tongue and tongue counter. Has No. 8 double medallion toe, D heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*



MAKE-UP

"EBONY"

No. 1089 High in styling . . . high in value . . . a black beauty in kip leather . . . 14-inch top with white stitching in quilted pattern. Has double medallion stitching on No. 8 toe. Shoe heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

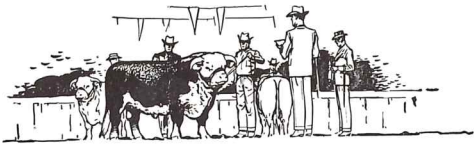
MAKE-UP

"SHAWNEE"

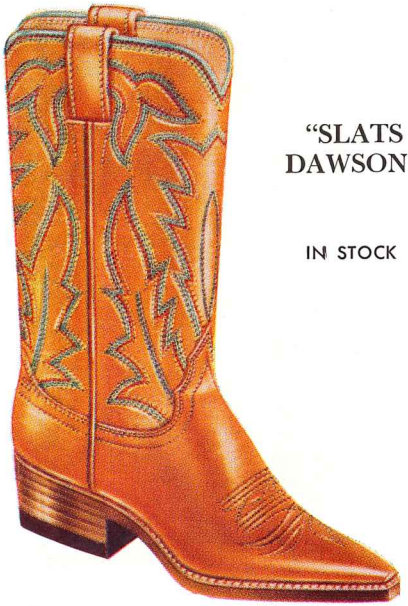
No. 1092 A rich 12-inch styling with California scallop top made of russet color kid and having yellow, red and blue stitching, white beading around the top. Leather pull straps are slit through. Vamp is in calf. "Big whiskers" stitching on No. 8 toe. Has D heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*



"SLATS DAWSON"

IN STOCK

No. 1093 Named for the world's champion cutting horse of 1958. New 12-inch style with tops and vamps of imported baby calf in Benedictine color with aniline finish. Five rows of stitching . . . yellow, red and green. Made with our new Thin-Line Cushion Shank. "Big whiskers" stitching on No. 10 hand-boxed toe. Has D heel.

THIN-LINE CUSHION SHANK

Greater wearing comfort, stronger construction. New ribbed steel shank imbedded in rubber cushion, permanently bonded to insole, vamp and outsole. (U. S. Patent No. 827-118)

Made in Nocona Only

NOCONA *The Better Boot*

"REDMAN"

MAKE-UP

No. 1095R A 14-inch top of distinction . . . made in "square" or "stovepipe" style. Top is red kip leather with blue and yellow stitching. Beading around top, slit-through pull straps and side welt are black. Vamp is black kip leather. Has No. 10 hand-boxed toe with double medallion. Shoe heel has rubber tap.

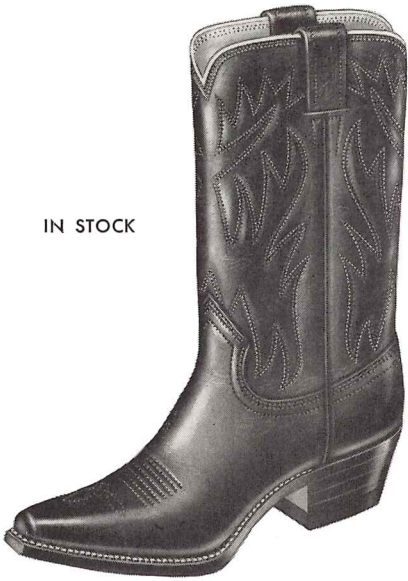
"BLACKMAN" No. 1095B Same as "REDMAN" (No. 1095R) except top is of black kip leather, beading around top is white, and stitching is variegated. In Stock.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

IN STOCK



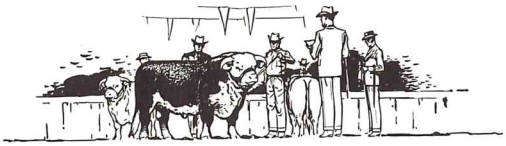
"BRONC"

No. 1108 Another unusual pattern of stitching worked into an all black Piute leather boot with 11-inch California top. Two rows of stitching, one red and one white. Pull straps slit through the sides. Has No. 3 toe, C heel.

"OUTLAW" No. 1109 Same as "BRONC" (No. 1108) except made in tan Piute leather instead of black. Stitching is green and yellow.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

IN STOCK

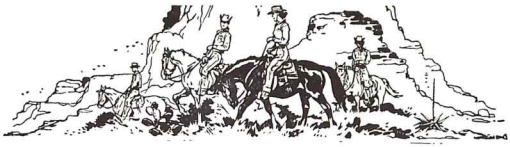
"BIG TEX"

No. 1099 The modern version of one of our oldest and still most popular numbers. Top and vamp made of chocolate kangaroo. Full leather lined vamp. Eleven-inch top with decorative white and red inlay design, shallow scallops. Three rows of alternating orange, white and red stitching. White beading. Wrinkled and stitched No. 8 toe with double medallion, D heel.

No. 299 "TEXAN" Same as above except has 10-inch deep scallop top, No. 3 square toe, A heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

IN STOCK

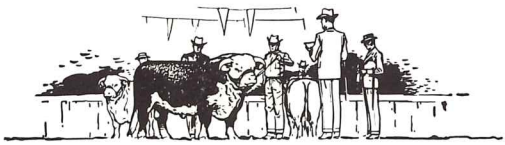
$32.95 **"WARRIOR"**

No. 1101 This gracefully designed boot is all tan Piute leather with 12-inch California top having one row each of white and blue stitching. Leather pull straps are slit through the top. No. 8 double medallion toe, D heel.

"TENDERFOOT" No. 1102 Same as "WARRIOR" (No. 1101) except made in all black Piute leather. Stitching is orange and white.

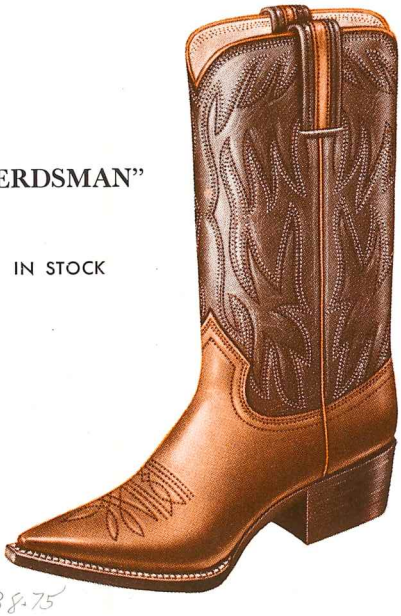
NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



"HERDSMAN"

IN STOCK



38.75

No. 1104 A truly distinctive pattern of stitching was created in this unusual boot made with 12-inch California top of russet colt leather. Vamp is russet dresside. Stitching is one row each in green, yellow and white. Pull straps are slit through the top. Made with our new Thin-Line Cushion Shank. Has No. 10 toe with double medallion stitching, D heel.

"FOREMAN" No. 1103 Same as "HERDSMAN" (No. 1104) except made in black instead of russet. Stitching on top is orange, yellow and white.

THIN-LINE CUSHION SHANK

Greater wearing comfort, stronger construction. New ribbed steel shank imbedded in rubber cushion, permanently bonded to insole, vamp and outsole. (U. S. Patent No. 827-118)

Made in Nocona Only

The MOCONA BOOT CO. Inc.

BOOT BEAUTY IS MORE THAN "SKIN DEEP"

This catalog illustrates many styles of Nocona Boots in natural color or as near natural color as practicable to reproduce. The response to our colorful catalogs has been most gratifying.

We pride ourselves in the advanced styling of Nocona Boots. But in the creation of new styles we never lose sight of our policy of maintaining top quality in the making of Noconas.

First grade leather is a must in Noconas. And this means leather throughout each boot, NOT just the part that meets the eye. Vamp linings are of soft leather like that used to cover soft balls. The tops are lined with soft, supple sheep leather. The outsoles are of the finest grade oak tanned leather.

Every Nocona Boot is lasted (shaped) by hand to fit the foot. The box toe in each boot is hand set. And even the heel of each Nocona is lasted for better fit and to keep the boot from slipping.

Precision stitching with modern machines and best quality threads add to the beauty and durability of Noconas.

We invite you to visit our modern factory just east of Nocona, Texas, between U. S. Highway 82 and the M-K-T Railroad. Come and SEE how top quality Noconas are made.

Enid Justin.
President

Top — The modern Nocona Boot factory.
Below — Miss Enid Justin at her desk.

NOCONA BOOT COMPANY, Inc.
Nocona, Texas

NOCONA *The Better Boot*

"RENEGADE"

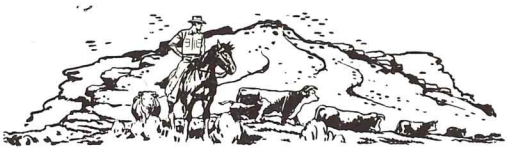
MAKE-UP

When Leather
Is Available

No. 1106 Here is an ostrich that does not "hide" in the sand. The vamp is genuine ostrich skin, naturally beautiful and outstandingly soft, comfortable and durable. Twelve-inch California top is ostrich kid with one row each of yellow, green, red and yellow stitching. Pull straps are slit through the top. Made with our new Thin-Line Cushion Shank. Has No. 10 plain toe, C heel.

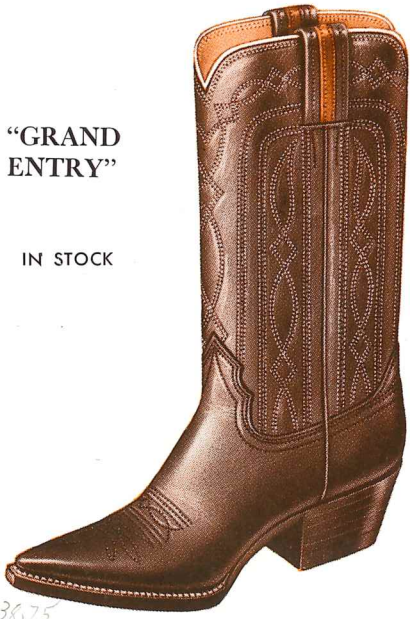
THIN-LINE CUSHION SHANK
Greater wearing comfort, stronger construction. New ribbed steel shank imbedded in rubber cushion, permanently bonded to insole, vamp and outsole. (U. S. Patent No. 827-118)

Made in Nocona Only



"GRAND ENTRY"

IN STOCK



3875

No. 1111 A truly unusual stitching idea is designed into this handsome boot. Vamp and 12-inch California top are chocolate kip. Pull straps that are slit through the top. Stitching is orange and white. Note the high counter tongue. Has double medallion stitching on No. 10 toe, C heel. Made with our new Thin-Line Cushion Shank.

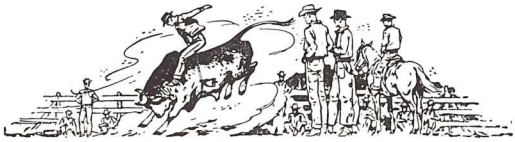
"BLACK BEAUTY" No. 1112 Same as No. 1111 except made of black dresside leather.

"CHAMPION" No. 1113 Same as No. 1111 except made of tan dresside leather.

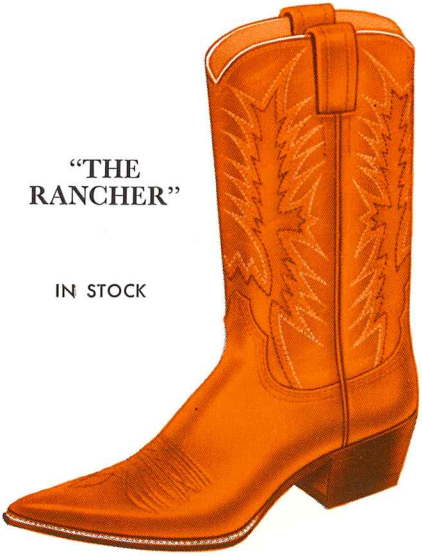
THIN-LINE CUSHION SHANK

Greater wearing comfort, stronger construction. New ribbed steel shank imbedded in rubber cushion, permanently bonded to insole, vamp and outsole. (U. S. Patent No. 827-118)

Made in Nocona Only



NOCONA *The Better Boot*



"THE RANCHER"

IN STOCK

No. 1116 In this beautiful style NOCONA introduced an entirely new color of Tan which we call "Sunset Gold". The vamp is Kangaroo. The 12-inch Kid top has a new design of stitching in red, orange and yellow. This style has our No. 10 narrow, hand-made, boxed toe, C heel.

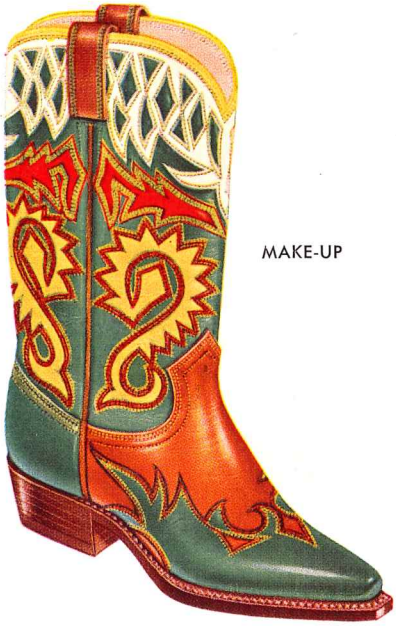
"SPORTSMAN" No. 1117 Same as No. 1116 except made in black.

THIN-LINE CUSHION SHANK

Greater wearing comfort, stronger construction. New ribbed steel shank imbedded in rubber cushion, permanently bonded to insole, vamp and outsole. (U. S. Patent No. 827-118)

Made in Nocona Only

NOCONA *The Better Boot*



MAKE-UP

"COWTOWN"

No. 2X A striking, colorful wing tip styling. The 12-inch, California style top is of green kidskin with white cuffs and folded leather pull straps slit through top. Vamp is Color 5 calfskin with green calfskin wing tip and counter. Can be made with any style heel or toe. Illustration shows No. 8 toe, D heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

MAKE-UP

"NEW YORKER"

No. 514N A Nocona creation that has been imitated but not equaled. Fancy fern leaf design on toe and counter makes it distinctive. Light tan 10-inch calfskin top with chocolate kangaroo overlay, tan beading. Three rows of stitching. Calf vamp in color 5. Star perforation around top of vamp. No. 4 toe, fern leaf design. Type A heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

"ENID"

MAKE-UP

"ENID" Named for the president of Nocona Boot Company because she was so fascinated with its beauty when it was designed, this handsome tony red calfskin boot has proved a popular style. The vamp and 10-inch top are made of tony red calf with an unusual hand-tooled design in natural color. White beading around top, two rows of stitching, No. 4 wrinkled and stitched toe. Type A heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

MAKE-UP

"ANGUS"

Designed expressly in honor of Angus cattle and Angus breeders. Black Angus head inlay is richly blended with the blond kidskin, 12-inch California style top having web pull straps. Vamp of black kangaroo. No. 4 wrinkled and special stitched toe, C walking heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

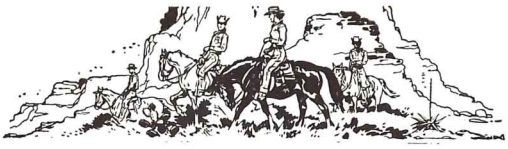
MAKE-UP

"HEREFORD"

Dedicated to the famous breed of cattle. Hereford head inlay made of white hair calf is on a background made by the 12-inch California style Color 5 calfskin top. Vamp is also Color 5 calfskin. Has folded side welt and hand made No. 10 leather box toe with double medallion stitching, C walking heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

MAKE-UP

"LAS VEGAS"

No. 956 Here is a "natural"—no wonder it is so popular. It is made with a 10-inch chocolate kidskin top that has the main inlays of red and other inlays of yellow. The vamp has a wrinkled and stitched narrow No. 4 toe made of chocolate calfskin. Type A heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

MAKE-UP

"PECOS"

No. 711T This is another popular Nocona style which has been modified. It is a semi-work, semi-dress boot that has dresside leather in the vamp and the 11-inch top. Fully double lined and has one row of stitching in the main pattern around white inlaid cutouts. No. 3 wrinkled and stitched toe, C walking heel.

No. 711B "BRAZOS" Same as No. 711T except made in black.

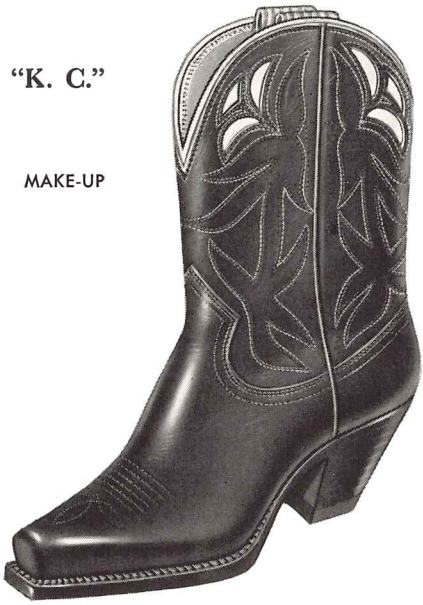
NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

"K. C."

MAKE-UP

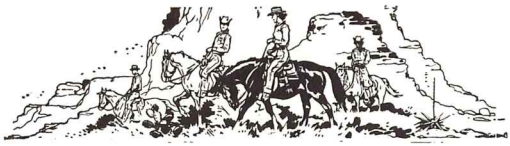


No. 928B A stylish all-black kidskin boot with 10-inch tops inlaid in white. Has two rows of stitching. Made with the No. 4 toe that is wrinkled and stitched. Type C heel.

No. 928T "TOPEKA" Made same as above except russet kidskin is used.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

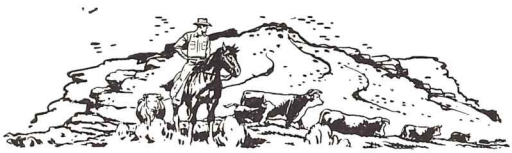
MAKE-UP

"EAGLE"

No. 955 This Nocona original has met with widespread acclaim. Has 11-inch wine kidskin top that is inlaid with a yellow spread eagle. Square top. The vamp is of light tan color 5 calfskin. Can be made with any style heel or toe. Illustration shown, No. 4 toe, A heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

"THE GOVERNOR"

MAKE-UP

"THE GOVERNOR" This very handsome style was selected in 1952 for presentation to the 54 governors of states and territories attending their annual conference in Houston, Texas. The vamp and 10-inch top are made of russet kidskin. Inlaid with butterfly wings near the top with red and green nearer the vamp. Lasted on the No. 3 toe, wrinkled and stitched. Type A heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

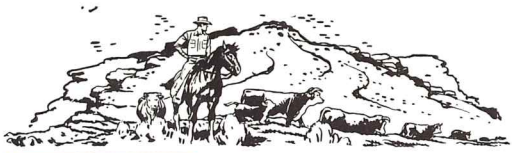
MAKE-UP

"THOROBRED"

No. 1014 One of the most beautiful and most unique boots ever styled. Top and vamp are hand tooled, hand dyed, and hand laced. The tooling is on natural calf with background dyed black. Lacing is black. Short wing tip is black alligator. Made to order with toe and heel of your choice. Top is 11 inches.

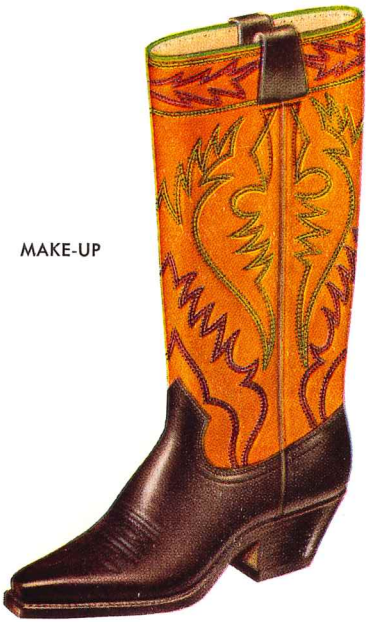
NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

MAKE-UP



"OKLAHOMA"

No. 1018 Here is another unusual color harmony. The 14-inch square top is of orange cowside and has two rows of stitching. Vamp is chocolate dresside. Leather pull straps slit through top. Has No. 8 wrinkled and stitched, double medallion toe, shoe heel (not as illustrated).

NOCONA BOOT COMPANY, Inc.

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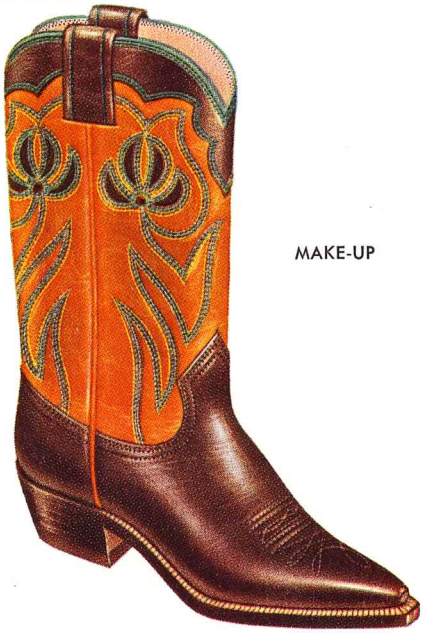


MAKE-UP

"PINE KNOT"

No. 1041 The 12-inch California top of this handsome styling is made of Color 5 kid and has two rows of green stitching and one row yellow stitching. Inlays are chocolate colored. Leather pull straps are slit through the side. Vamp is chocolate dresside made on the new No. 8 toe with double medallion, D heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*

MAKE-UP

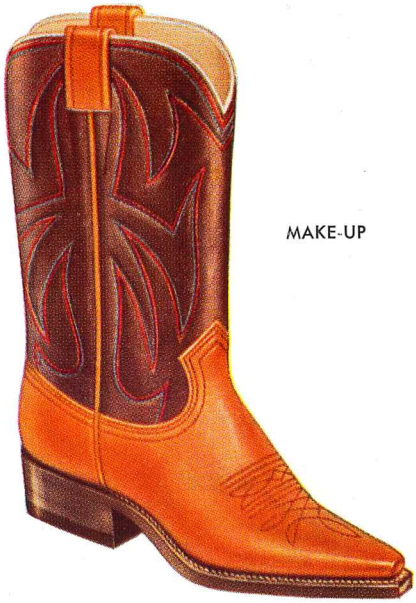
"CORNHUSKER"

No. 1046 Here is strictly a hand made boot. The welt is sewn on to the boot by hand, has hand made leather box toes, and has shank hand-pegged with three rows of maple pegs. The 12-inch California top is gray kidskin with five rows of stitching and special leather pull straps. Vamp is Color 5 calfskin. Has rolled side welt and "big whiskers" stitching on the toe. Heel is 1¼-inch.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*



MAKE-UP

"LLANO"

No. 1063 Chocolate-colored k i p leather top and Color 5 tan kip leather vamp are combined into an appealing creation of simple beauty. Top is 12-inch California style with leather pulls, two rows of stitching. Has our new No. 8 toe with double medallion stitching, and low shoe heel.

NOCONA BOOT COMPANY, Inc.

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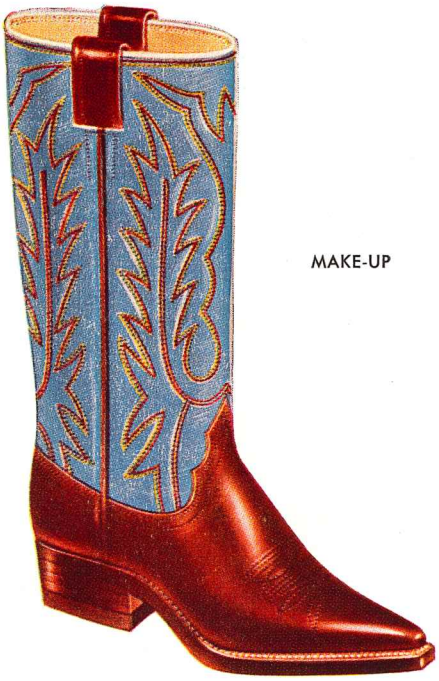


MAKE-UP

"CONCORD"

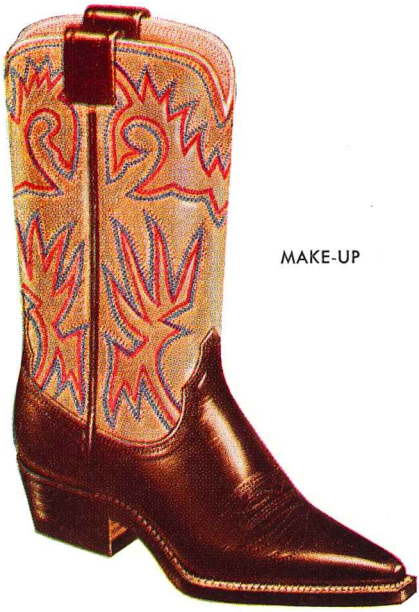
No. 1071 Striking 14-inch turquoise colt square top with wine kip vamp makes this a real beauty. Has two-row stitching pattern, pink and yellow. Has white beading and is topped by wine leather pull straps slit through the top. Has No. 8 toe with double medallion, shoe heel.

No. 1072 "HI-TOP" Same as No. 1071 except has black vamp and grey top.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

NOCONA *The Better Boot*



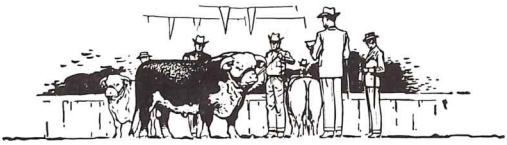
MAKE-UP

"RIO GRANDE"

No. 1073 This 12-inch blond beauty has kid top with California scallop—five rows of silk stitching: two of red, two of blue, one of white. Pulls are chocolate leather, folded and slit through the top. Beading is chocolate. The vamp is chocolate calf with new type tongue and tongue counter. No. 10 hand boxed toe with big whiskers stitch pattern. Long base D heel.

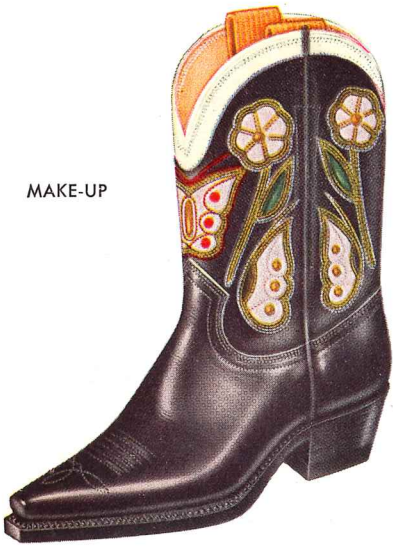
NOCONA BOOT COMPANY, Inc.

Made in Nocona Only



NOCONA *The Better Boot*

MAKE-UP



"FLORIDA"

No. 362 Sp Another modification of an old favorite. Black kid 10-inch top has white inlays, flower leaf in green, butterfly wings in white with red and gold dots. Three rows of stitching. Vamp of black kangaroo. No. 4 wrinkled and stitched toe, C walking heel.

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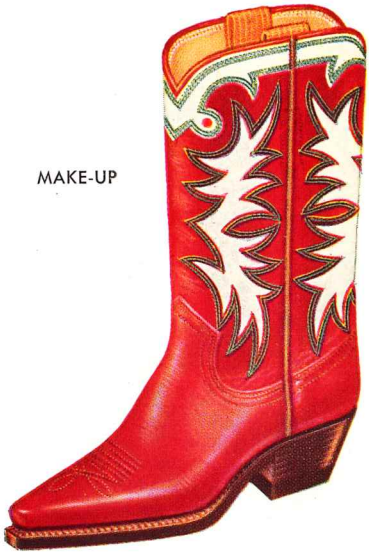
FOR SMART WOMEN

MAKE-UP



"FLASH"

No. 1011 Blue Ribbon Winner in State Fair of Texas fashion show. This colorful style for ladies is made of red kidskin leather in both top and vamp. California style top is 11 inches high and has white cuff and inlays and two rows of stitching. No. 4 wrinkled and stitched toe, C walking heel.

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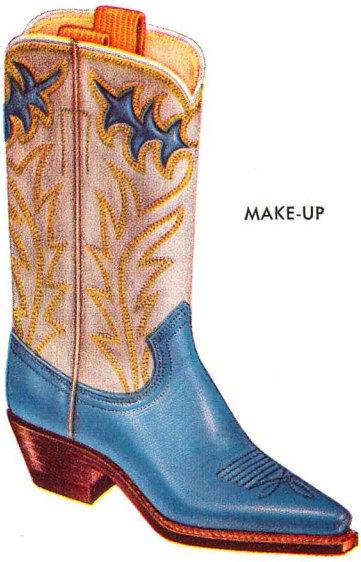
FOR SMART WOMEN



MAKE-UP

"BLUEBONNET"

No. 1012 Blue Ribbon Winner in State Fair of Texas fashion show. Smart in the "Nth" degree is this ladies' number made with blue kidskin leather in the vamp and gray kidskin top. California style top is 11 inches high. No. 4 wrinkled and stitched toe, C walking heel.

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NOCONA *The Better Boot*

"WRANGLER"
for Ladies
and Children

IN STOCK

No. A-14 This recent square top styling in Tan Piute leather is made in three heights and size ranges. The 9-inch children's boot is made in sizes 8 to 13½, while the 10-inch children's boot is made in sizes 1 to 6. For ladies we make the top 11 inches high and in sizes 6 to 8. All children's sizes are in B and D widths. The ladies' sizes are in A, B, and C.

Top has white beading, green and yellow stitching. Made with our No. 8 toe, C heel.

No. A-15 Same as No. A-14 except made in black.

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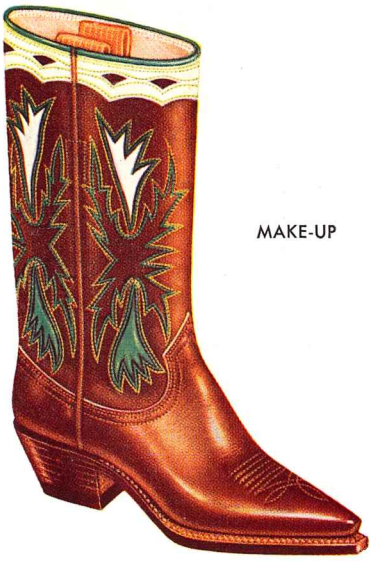
FOR SMART WOMEN



MAKE-UP

"QUEEN"

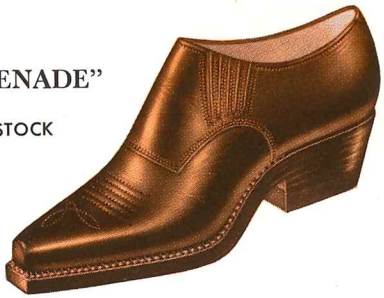
No. 1009 A handsome ladies' number of all russet kidskin in both top and vamp. Square top is 11 inches high with two rows of stitching and green and white inlays. No. 4 wrinkled and stitched toe, C walking heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

"PROMENADE"

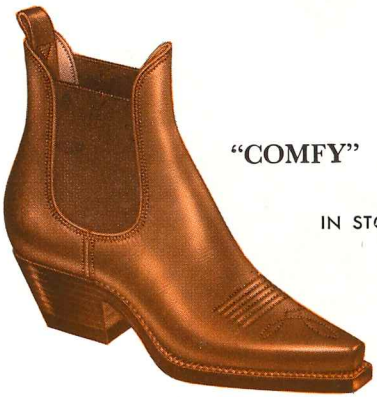
IN STOCK



No. 10-X-OX In response to many requests we added this to our line. Oxford of russet kidskin leather with leather-covered elastic goring on each side. No. 8 toe, C walking heel.

No. 10-X-OX-B "STROLLER" Same as 10-X-OX except made of black kid.

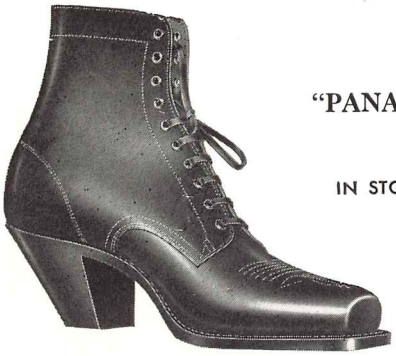
No. 11-X-OX "BOARDWALK" Similar to No. 10-X-OX except made of russet calfskin and has a seam from top of instep to vamp.



"COMFY"

IN STOCK

No. 604M Solid comfort—made entirely of russet kidskin with elastic gore on each side. Lasted on No. 4 toe, with wrinkle and stitching. Has C walking heel.



"PANAMA"

IN STOCK

No. 9XB This shoe has met with favor by men in all walks of life. Made on No. 3 square toe last, wrinkled and stitched, unless plain toe is ordered. Also available as follows:

Style 9J "DURANGO" Chocolate calf, made on order.

Style 9XT "SONORA" Russet calf.

Style 89 "CONCHO" Black kid.

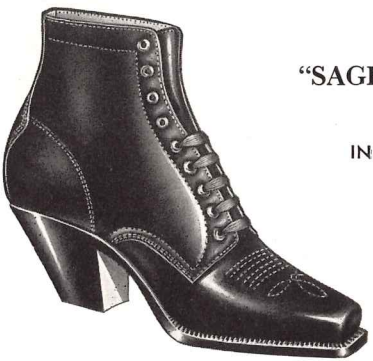
Style 29B "SIDNEY" Black Australian kangaroo.

Style 29T "MELBOURNE" Chocolate kangaroo.

Style 263 "PIMA" Same as 9XB except in black elk material and No. 1 toe.

Style 237 "PORTLAND" Same as 9XB except in black retan leather and No. 1 plain toe.

Style 237 Sp "CARIBOU" Same as 9XB except in black retan leather, 7-inch top, No. 2P toe, C walking heel. (Also made with gusset tongue.)



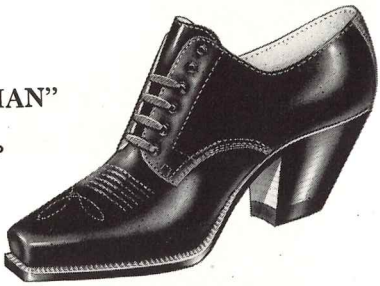
"SAGE BRUSH"

IN STOCK

No. 373 Here's a shoe that will stand all the knocks. If you are hard on shoes, try a pair of these. Black retan throughout, cloth lined quarters and vamp. No. 1 toe, wrinkled and stitched.

"STOCKMAN"

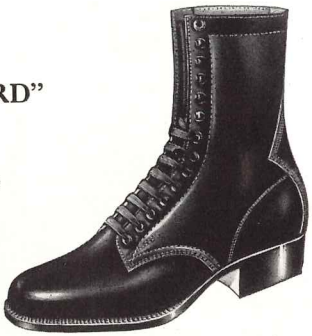
MAKE-UP



No. 9X-OX-B For those who have had their days on the range and don't want to give up the comfortable feel of boots, we provide these comfy calfskin oxfords. Now being made with No. 4 toe and C heel instead of No. 3 toe and A heel as shown in illustration.

"MALLARD"

MAKE-UP



No. 397 A real outdoor shoe for rough wear. Black retan throughout, 8-inch high top, cloth lined vamp, heavy spring steel shank, reinforced wing backstrap, solid leather heel. Plain hard toe. Full cord rubber sole.

No. 396 "TEAL" Same as No. 397 except made of brown retan leather.

NOCONA *The Better Boot*

IN STOCK

"CLIPPER" (Revised Styling)

No. X-100 Brown; No. X-200 Black. The original styling of our "CLIPPER" had "square" tops. Now these numbers are being made with the sides dipped as shown in the illustration. The top is made of Kid, vamp of Steerhide. Lined with glove-soft leather.

"SHOW OFF" No. 101 Same as "CLIPPER" except made of Tan Piute leather.

NOCONA BOOT COMPANY, Inc.

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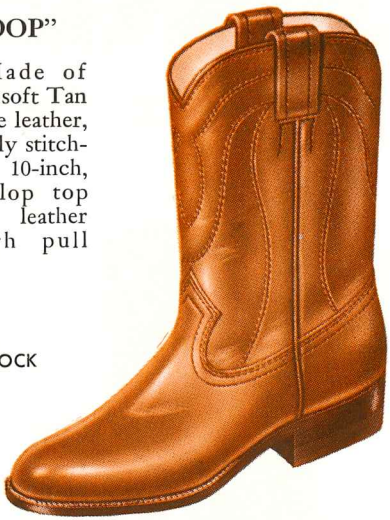
NOCONA *The Better Boot*

"BIG LOOP"

No. 180 Made of exceptionally soft Tan Piute cowhide leather, with gracefully stitched design on 10-inch, shallow-scallop top with folded leather slit-through pull straps.

IN STOCK



"ROPER"

No. 181 A versatile boot for almost any activity. Both top and vamp made of russet dress-ide with FULL LEATHER LINING. Has 10-inch top with California scallop and green beading. Folded leather straddle pulls are slit through the top. Two rows of stitching enhance front and back. Has plain toe on shoe last, spring steel shank, with shoe heel.

No. 182 "LARIAT". Same as No. 181 except made in black.

IN STOCK

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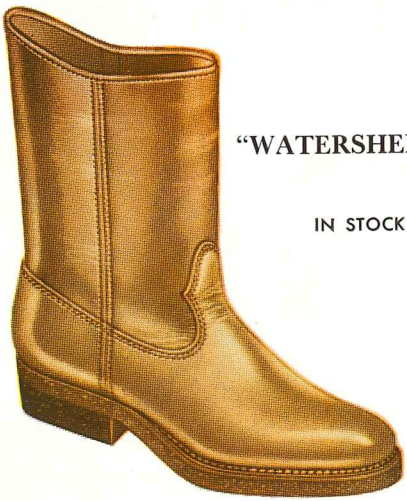


"WATERSHED"

IN STOCK

No. 201 For work or sports this versatile 9-inch Natural wax-treated Retan "half-Wellington" serves many uses. Has Neoprene cork sole and heel; round toe.

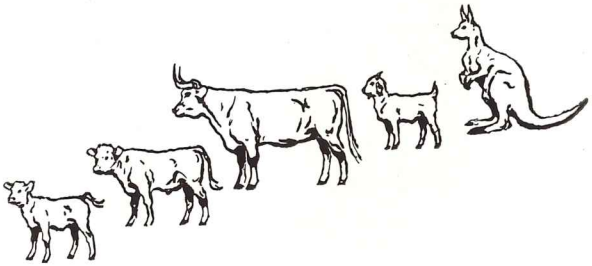
"RUF OUT"

No. X-199 A modified "CLIPPER" made of Natural Retan leather placed FLESH SIDE OUT. Has plain toe on shoe last with Neoprene cork sole and heel.

NOCONA BOOT COMPANY, Inc.

Made in Nocona Only

Choose the Leather That's Best for You



Kangaroo leather is soft and supple with high tensile strength. Kidskin also is a soft leather for dress. Colt is similar to kid in appearance and durability.

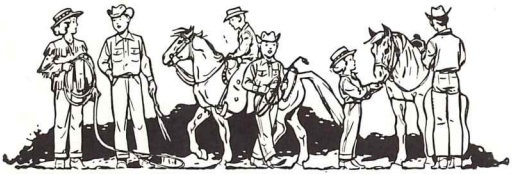
Ostrich skin is naturally beautiful and very soft, comfortable and durable.

Elk leather is for rough work and takes a good shine. Waterproof Elk is oil treated and is excellent for work, but will NOT shine.

Retan leather is wax treated and is fine for rough work. It is especially good for withstanding barnyard acids. It does NOT take a shine.

Cowside leather is soft, supple and comfortable. It takes only a fairly good shine.

Calfskin leather has all-around qualities. It is a supple, dress leather durable enough for work. Takes a high, glossy shine. Kip leather is similar to calfskin except that it is made from larger calves. Dresside leather is of the calfskin family but is made from the hides of larger animals. Piute leather is also of the calfskin family. It has a softer tannage than dresside, with a kangaroo finish. Soonac leather is another strong leather in this same group.



NOCONAS FOR CHILDREN

"HI-STYLE"

MAKE-UP

No. A-13 Youngsters like the "square" or "stovepipe" 10-inch top of this recent styling. Top is red kid leather with attractive cross pattern stitching. Vamp is black dresside. Has No. 8 toe and D heel.

"MAVERICK"

MAKE-UP

No. A-12 Chocolate dresside leather in top and vamp. Folded leather pull straps are slit through the top. Has white dots around top and one row of white stitching. Vamp stitched with two rows in a wing tip design. Lasted on No. 4 toe, type C walking heel.

NOCONAS FOR CHILDREN

"TUFFY"

MAKE-UP

No. A-3 Here is the boot built for the youngster who is rough on boots. This style has palomino cowside top with green beading. The ginger cowside vamp has the rough side of the leather turned out to give a suede appearance. Has a plain No. 4 toe and type C heel.

"DUDE"

MAKE-UP

No. A-5 A rich color combination of red cowside vamp and cream cowside top made in California style. Two rows of No. 1 stitching on vamps. No. 4 toe, C walking heel.